

INTERNATIONAL ELECTRONICS 2012

21ST ANNUAL INTERNATIONAL ELECTRONICS FORUM

Oct 3-5, 2012, MARRIOTT HOTEL, YEREVAN, ARMENIA

Welcome To Armenia



Fast Facts

- Currency:** DRAMs (AMD); credit cards are accepted at most hotels and restaurants
- Visa Requirements:** Visas are required for the majority of international visitors
- Language:** Armenian, with English commonplace for business
- Time Zone:** GMT + 4 (no daylight saving)
- Weather:** Continental climate with short, cold winters and hot summers
- International Dialling Code:** +374, Yerevan (0)10
- Electricity:** 220V / 50 Hz European 2-pin (Type C & F) plugs as standard
- Health & Medical:** Appropriate travel and medical insurance advised

Basic Demographics

- ❑ **Official Name:** Republic of Armenia
- ❑ **Head of State:** President
- ❑ **Head of Government:** Prime Minister
- ❑ **National Legislature:** National Assembly
- ❑ **Capital:** Yerevan
- ❑ **Land Area:** 29,800 km²
- ❑ **Population:** 3.2 million
- ❑ **Independence Declared:** 1991
- ❑ **Religion:** Christian (Armenian Apostolic Church)

Location



About Yerevan

Yerevan, the capital of Armenia, is situated along the Hrazdan River, which is not navigable.

According to Armenian tradition, the name of Yerevan is derived from an expression exclaimed by Noah in Armenian while looking in the direction of Yerevan, after the ark had landed on Mount Ararat and after the flood waters had receded: "Yerevats" ("It appeared").

The master architectural plan for modern day Yerevan was drawn up by Alexander Tamanian between 1924 and 1926.

History

Greek Historians first referred to the land of Armenia about 3000 years ago, making it one of the most ancient countries in the world, existing since the times of Babylon, Assyria and Egypt. Located at the crossroads where Europe meets Asia, Armenia was part of the Transasia Silk Trades Route and once counted among the world's greatest national powers.

The country lies in the highlands surrounding the Biblical mountains of Ararat and was the first country to adopt Christianity as its state religion in 301AD. According to Bible lore, Armenians are the descendents of Hayk, great-great grandson of Noah, whose ark grounded on Mount Ararat after the great flood.

Dominated in turn by Persian, Ottoman and Russian occupations, Armenia has a rich and diverse, sometimes troubled, cultural heritage. A land-locked country, it was part of the Soviet Union until independence in 1991.

Based on current estimates, Armenia's indigenous population is 3.2 million with an annual growth rate of 1.4 percent. Its worldwide population is just over 10 million. Its close relationship with this huge Diaspora assists Armenians to be knowledgeable about the rules of doing business in Western and Eastern style. Ethnically, Armenia is a homogenous country with 96 percent Armenians and 1.5 percent Russians.

Structure

Armenia is an independent and democratic state with a presidential form of government. Its Constitution was adopted through a national referendum in 1995, and it is governed by an executive body headed by the Prime Minister who is appointed by the President based on the suggestion of the leading parties in the National Assembly, the country's legislative body.

Economy

The country's economic transformation since the collapse of the Soviet Union has been remarkable, with an economy today that has made significant moves towards being market-orientated, open to trade, capital and technological innovation. The economy is based on services, light industry and metals, but with a significant share of the population still dependent on agriculture.

GDP grew at double digit figures in the mid 2000's, peaking at 13.7 percent growth in 2007, when the start of the global financial crisis saw growth limited to 6.9 percent in 2008, with a severe fall to -14.2 percent in 2009.

Growth in 2011 was 4.4 percent with 2012 forecast by the IMF at 3.8 percent, slightly down from its earlier 4.0 percent forecast due to external factors, especially slower economic growth in Europe. With an average income per head of US\$3200, Armenia is a lower middle-income country.

IT Sector

Armenia is one of the leading information technology nations among the neighbouring CIS and Middle East countries. Its roots can be traced back to the Soviet era during which time Armenia was a key science, R&D and high-tech manufacturing centre employing over 100,000 specialists at its 1987 peak, making up 20 percent of GDP and supplying 25-30 percent of computer-related equipment to the Soviet defence and space industries.

Independence in 1991 opened up new opportunities for the industry, particularly for entrepreneurs and IT professionals, heralding a shift from major manufacturing operations to software and services. Its strong tradition of scientific and technological excellence offers great potential in sectors such as IT, Pharmaceuticals, Chemicals Engineering and Electronics, making Armenia's IT industry one of the most dynamic and promising sectors of the overall economy.

Western IT firms active in Armenia include (in alphabetical order): Cisco Systems, Intel, LTX-Credence, Mentor Graphics, Microsoft, Numetrics, Orange, Proximus, Synopsys and Sun Microsystems.

Etiquette

The vast majority of Armenians speak Armenian and are, at least nominally, Christians of the Armenian Apostolic Church. They are by nature very hospitable and family oriented. Shaking hands with both sexes is normal, although men should wait for women to extend their hand first. Handshakes may be gentler but also more lingering. Armenians of the same gender may also sit or stand very close to you. Go along with this rather than backing away. Large meals with plenty of toasts are common.

Establishing personal relationships is central to doing business in Armenia. Business dress is conservative with a dark suit and tie or equivalent the norm. There is no special etiquette around giving and receiving business cards, other than always treating your counterpart's card with respect. Having one side translated into Armenian is a nice gesture and always well received.

The working week follows the normal Western pattern, Monday to Friday, from 9am to 6pm. Always aim to be punctual, but do not be offended if your host is late. This is a culture where people are more important than time. Meetings, likewise, may be interrupted by phone calls and other visitors.

Expect enthusiastic bargaining during negotiation and be prepared to grant concessions but always conditional on an advantage for you. 'Keeping face' is also very important here, so avoid being too direct and be aware that saying 'no' to your face can sometimes be difficult for Armenians.

Sightseeing

Few destinations match the description of a small country with a big personality better than Armenia. It has one of the most diversified ecosystems in the world, with five of the seven primary topographies in its relatively small 29,800 square kilometres, enabling tourists to experience a remarkable range of flora, fauna and scenery. With snow-capped mountains only a few hours drive from subtropical valleys, tourists can experience many changes of climate and altitude, all in one unique and memorable visit.

Tourism in this small Caucasian country is still relatively undeveloped and a fair proportion of those taking holidays in Armenia come from a Diaspora that stretches from Australia to California. The country has much to offer in the way of historic sights and a landscape that is unexpectedly diverse. Unsurprisingly, for what is considered to be the world's oldest Christian state, there are plenty of atmospheric churches and monasteries to visit and, as a bonus, these are often tucked away in gorgeous, unspoilt wooded valleys.

The mountainous nature of Armenia results in a series of distinct landscapes, with variations in geological substrate, terrain, climate, soils, and water resources. These landscapes support a great variety of habitats, which support distinctive flora and fauna and different human use. Seven distinct landscape zones are described in Armenia: deserts, semi-deserts, dry steppes, steppes, woodlands, sub-alpine and alpine lands.

Armenia is also famous for its wide range of mineral water springs, well over 700 in total, each with a different gas and chemical composition with temperatures varying from 4°C at Gridzor to 83°C at Sevaberd. The most famous springs, which also incorporate spa resorts and rest houses, are at Jermuk, Bjni, Arzni, Dilijan, Sevan and Hrazdan.

Yerevan

Slick, modern, yet appealingly relaxed, the capital city of Yerevan is reported to have more outdoor cafes than anywhere else in Europe. It also boasts a wealth of cultural draws that include museums, theatre and music venues.

With an impressive range of top quality restaurants and hotels, Yerevan provides a comfortable, convenient and well-equipped base for both business transactions and day trips to a countryside dominated by the monasteries of the world's oldest continuously active Christian church.

Nearby attractions include Echmiadzin, the headquarters of the Armenian Orthodox Church, the pre-Christian classical temple at Garni and the rock-cut monastery at Geghard.

South of the capital, almost straddling the Turkish border, lies the Khor Varap Monastery framed by the stunning backdrop of Mount Ararat, a mountain which since annexation falls within Turkish territory, serves as a timeless and iconic image for the Armenian nation.

Sights not to be missed within the city include:

Armenian Genocide Memorial: This imposing 140 ft-high memorial, with adjacent museum towers above the Hrazdan Gorge, giving sweeping views across the city to the mountains. It commemorates the estimated 1.6 million victims of the 1915 genocide and loss to Turkey of 12 Armenian regions – a tragedy that led to the Armenian Diaspora.

National History Museum of Armenia: Encapsulating the history of a small but remarkable nation that has left its mark worldwide, this museum is set in an imposing old palace on the vast square at the heart of the very modern city centre. The upper storeys contain the equally richly endowed National Gallery, which exhibits works by Armenian, Russian and European artists.

Aram Khachaturian Museum: If the name ends in 'ian', it's Armenian! The nation's most illustrious composer is remembered within this distinctive brick-arched building where the great man once lived and worked.

Hotel Accommodation & Travel

Please refer to Future Horizons' IEF2012 "Travelling To Armenia" and "Accommodation Guide" brochures for detailed advice and information on travelling to Armenia and the Forum Hotel options. Please note however that October is high tourist season in Armenia and flights and accommodation are booked up very quickly. To avoid disappointment please book your flights and accommodation as early as possible.

We aim to ensure that no delegate is denied hotel accommodation for the Forum. In the case of difficulty, please contact Karine Baghdasaryan (E-mail: kbagdasaryan@ada.am) of the Armenian Development Agency who is overseeing all Forum hotel reservation requests.

Climate

Weather in Yerevan is characterised by big seasonal variations. During the summertime (June-August), average monthly high temperatures in most of the country rise up to 30-35°C, whilst below zero temperatures are common between December and February. Most of the rain falls on Yerevan during the winter, meaning snow cover in higher altitudes. During October you can expect to experience lows of 7°C and highs of 21°C.

Forum Attire

Dress is informal throughout the Forum, except for the Wednesday Welcome Reception where we recommend business suites or smart casual for the men. Spouses are welcome to dress up for any of the evening functions. For the Fiesta Dinner on the Thursday night, relaxed clothing is absolutely appropriate.

Language

The creation of the Armenian alphabet and language was triggered by events following its loss of independence in 387 and division between the Byzantine and Persian empires. Whilst each division had its own Armenian king, they were intensely feudal. As a result, Armenians in the Byzantine territory were forced to use Greek instead of Syriac and Armenians in the Persian districts prohibited to use Greek in favour of Syriac.

This language division meant the ancient culture of the Armenians was in danger of disappearing and national unity was seriously compromised. To save both, in AD 405 Saint Mesrob Mashtots, an Armenian linguist and ecclesiastical leader, with support from Isaac of Armenia (Sahak Partev) invented the Armenian alphabet and began to translate the Christian Bible into the new Armenian language. Medieval Armenian sources also claim that Mashtots invented the Georgian and Caucasian Albanian alphabets around the same time.

Traditionally, the following phrase translated from Solomon's Book of Proverbs is said to be the first sentence to be written down in Armenian by Mashtots: Ճանաչել զիմաստութիւն եւ զիրատ, իմանալ զբանս հանճարոյ (To know wisdom and instruction; to perceive the words of understanding).

The Armenian word for "alphabet" is այբուբեն (pronounced *aybuben*), named after the first two letters of the Armenian alphabet Ա. այբ *aybu* and Բ բեն *ben*. The alphabet originally contained 36 letters with two more letters, օ and Ֆ added in the Middle Ages. An additional letter comprising two existing letters was added later on making 39 letters in total. There is no simple way of remembering the Armenian alphabet; it simply has to be learnt!



The Armenian alphabet is one of the five modern European alphabetic scripts identified in the Unicode standard version 4.0, the others being Latin, Greek, Cyrillic and Georgian.

	0	1	2	3	4	5	6	7	8	9	A	B	C	D	E	F
U+053x		Ա	Բ	Գ	Դ	Ե	Զ	Է	Ը	Թ	Ճ	Ի	Լ	Խ	Ս	Վ
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Good Morning	Baari Lewis	Hello / Hi	Baarev Des
Good Bye	Har Jo	Let's Go	Ginasink
(Very) Good	(Shat) Lav	Cheers	Ge Nert
Thank You (informal)	Merci	Thank You (fomal)	Shnora Kalutyun

Is it Safe?

Yerevan. Although Armenia has experienced massive traumas during the 20th century, you will hardly notice it, such is the resilience and stoicism of the people and the calmness of both Armenia and Yerevan. The rapidly modernising capital, the boutique tourism industry and the warm welcome you will receive everywhere is in stark contrast to the many tragedies that the country has experienced. Rather than dwelling on the past, Armenia's politicians have set their sights on EU membership, while businessmen are enjoying a booming economy dubbed the 'Caucasian Tiger'.

The overall city atmosphere is very quiet and calm, with wailing sirens unusual, unlike in many other capital cities. That said, when visiting any foreign country, it is always sensible to be prudent and alert and follow good practice such as not carrying your passport, credit card, travel tickets and money together, and be streetwise when using an ATM to withdraw any cash. All of the Forum hotels offer room safes for excess spare cash, passports and valuables; a photocopy of your passport is sufficient for identification.

It is very unlikely you will experience any problems; much more probably you will find yourself enthralled and delighted by Armenia's uniquely endearing personality and charm.

Drinking Water

The tap water is generally safe, as it comes directly from mountains, but you may also purchase bottled-water. You can get both mineral water with gas and normal spring water on almost every street corner in both the rural areas and the capital.

Bits 'n' Bobs

National Holidays: There are 10, on 1 and 2 January (New Year), 6 January (Armenian Orthodox Christmas), 8 March (Women's Day), 24 April (Genocide Memorial Day), 9 May (Victory and Peace Day), 28 May (First Republic Day), 5 July (Constitution Day), 21 September (Independence Day), 7 December (Earthquake Memorial Day) and 31 December (New Year's Eve)

Smoking: Smoking is not permitted in many public places, but restaurants, cafés and other public establishments are generally allowed to have a designated smoking area. If you see an ashtray on the table you know people can smoke there.

Tipping: This is becoming more common, especially at cafes and restaurants, either rounding up the bill or adding ten percent. Tipping is not expected in taxis but rounding up is quite common.





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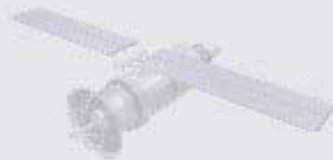


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¶
Malcolm Penn is the founder and CEO of Future Horizons, with over 45 years experience in the electronics and semiconductor industry. He has worked extensively throughout Europe as well as in the United States, the former USSR, Japan and Korea, and was an early pioneer of pan-European research and product development collaboration in the 1970s during his tenure with ITT Europe. His industrial experience has involved him with all aspects of the management, manufacturing, marketing and use of electronic components, particularly semiconductor devices. ¶

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